- Organising coffee melas/coffee festivals etc. in different parts of the country from time to time.
- Promotion of coffee through media advertisements, publicity literature, Indian coffee magazine, films, VCDs/DVDs etc.
- Organising coffee workshops in different parts of the country to disseminate the science of coffee and the art of preparing filter coffee to the public and various institutions.
- Conducting surveys on domestic coffee consumption for wide dissemination to the trade.
- Providing intensive training on roasting and brewing coffee by conducting Kaapi Shastra courses by the quality division of the Coffee Board.
- Carrying out coffee campaign to improve the image of coffee as a safe beverage among the masses.
- Coffee Board is conducting a 9-month Post Graduate Diploma in coffee quality management programme with the aim to develop and provide qualified cup tasters to various segments of the industry.

Steps to improve trade with Japan

980. SHRI RAJKUMAR DHOOT: Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) whether it is a fact that India's trade with Japan slided in last decade of post reform era from third largest trading partner to seventh largest;

(b) if so, the reasons therefor;

(c) what are the items and their value exported to and imported from Japan during last three years; and

(d) the steps being taken to improve bilateral trade with Japan?

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI E.V.K.S. ELANGOVAN): (a) and (b) Japan was India's 2nd largest trade partner in 1994-95. In 2004-05, it was the 10th largest trade partner of India. Reasons include recessionary conditions in Japan's

economy, the static composition of trade between the two countries, limitations on agricultural exports to Japan due to SPS measures, etc.

(c) Details about items of their value exported to and imported from Japan during the last three years are available in the DGCI&S publication "Statistics of Foreign Trade of India by Countries".

(d) Steps being taken, on an on-going basis, to increase trade with Japan include participation in trade fairs/exhibitions, exchange of delegations at both governmental and business levels, exchange of information, etc.

Steps to boost agricultural exports

981. SHRI EKANATH K. THAKUR: Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) whether it is a fact that the total agricultural exports from India grew by only 3.9 per cent in 2004-05;

(b) whether it is a fact that the export of marine products (the largest exported commodity) from India fell by 6.7 per cent in 2004-05 and if so, the reasons therefor; and

(c) the steps Government propose to take to boost agricultural exports?

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI E.V.K.S. ELANGOVAN): (a) The value of export of agri-products (including marine products, tea, coffee, castor oil, shellac, cotton incl. waste) during the year 2004-2005 was US $ 8001.70 million as against US $ 7532.24 million during the corresponding period of last year. A growth of 6.23% has been achieved.

(b) The value of export of marine products during the year 2004-2005 was at US $ 1478.48 million as against US $ 1330.76 million in 2003-2004. The export has grown by 11.10%.

(c) The Government, on an on-going basis, for promotion of export of agricultural products is conducting publicity campaigns, sending delegations abroad, participating in international trade fairs, inviting potential buyers and providing financial assistance to exporters for improving quality, packaging, brand promotion of products and for conducting market survey